



**1ST MEETING
TOURISM SUBGROUP**

MEETING MINUTES

**JUNE 1ST, 2010
1:00 PM**

**VIRGINIA TOURISM CORPORATION
Richmond, Virginia 23219**

Subgroup Members Present:

Lisa Gable
Ann Heidig
Pat Jones
John Langlois
Daphne Reid
Bruce Thompson

I. Call to Order

Bruce Thompson, Chair, called to order the 1st meeting of the Tourism Subgroup at 1:00 PM on Tuesday, June 1st, 2010, at the Virginia Tourism Corporation headquarters in Richmond, VA.

II. Roll Call

Jessica Brooks, Subgroup Executive Assistant called role. A quorum was present.

III. Introductions

Brief introductions were made by members, staff, and guests.

IV. Goals of Tourism Subgroup

The larger goals of the Tourism subgroup as it relates to job creation and economic development were discussed. Three areas emerged as focuses: Product (is our product what tourists are looking for), Marketing (do we market the product we have to the right audience and in the right way), and Accessibility (can tourists get to our product).

V. Presentation

The Virginia Tourism Corporation made a brief presentation on their purpose, the importance of tourism, their "New Love" campaign, how they use their budget, their efforts to partner with industries, localities, corporations, communities, attractions, etc, the areas in which they need help (tourism development and funding), and the importance of the film industry.

VI. Open Discussion

The direction of the subgroup discussed. Topics mentioned: which localities have which needs; how do we address those needs; how do we provide the “whole” experience to the customer; how can we improve customer service and set a standard for it; how can we expand tourism in new directions (ex: eco-travel); where can we find new sources of funding; how can we better market and expand our wineries; discussion of tourism development programs in surrounding and competitive states; etc.

VII. Overview of Subgroup Vision Goals

Randy Marcus, Subgroup Lead Staff, gave a brief overview of each vision goal.

VIII. Vote to Accept Subgroup Vision Goals

Subgroup Vision Goals were passed.

IX. Next Meeting Date

The next meeting will be held Tuesday, July 6th at 1:00 PM at the Virginia Tourism Corporation headquarters.

X. Adjournment

The meeting was adjourned at 4:30 PM.